

The Advertising Council Inc.

Peggy Conlon

President & CEO

October 18, 2004

Ms. Linda Danna
General Manager, WKBD
26905 W 11 Mile Road
Southfield, MI 48034-2292

Dear Linda:

Please find enclosed a copy of a letter we sent to Congressman Levin, which highlights your support of the Ad Council's PSA campaigns in calendar year 2003 (this data is obtained from Nielsen's SIGMA reports). This is one small gesture we like to do every year to promote your generosity and commitment to public service.

Your station, WKBD-TV, donated substantial and valuable airtime for our PSAs in 2003. In doing so, you demonstrated your dedication to public service and commitment to improve your viewers' lives and local communities.

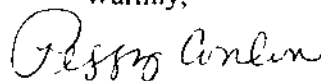
We are delighted to report that media support of Ad Council campaigns surpassed \$1 billion for the fifth consecutive year. The generosity of broadcasters such as WKBD-TV enables the Ad Council to deliver compelling public service messages to the public, whether the topic is education, health, community well-being, environmental preservation or helping children.

The Ad Council is more than a single organization. As it has been from the start, it is a unique collaboration of the media, ad agencies and corporate donors. Broadcasters such as WKBD-TV have been indispensable partners of the Ad Council for years and we cannot thank you enough.

On behalf of the Ad Council and our Board of Directors, I would like to express my deepest appreciation for your tremendous and generous support of our PSA campaigns. We are so grateful for your continuing support of our PSAs and your commitment to our mutual goal to raise public awareness, inspire action and save lives.

Should you have any questions regarding this letter, please contact Kate Emanuel, the Ad Council's Vice President of Government Relations at kemanuel@adcouncil.org or (202) 331-4152.

Warmly,



Peggy Conlon

President and CEO

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The Honorable Sander Levin
United States House of Representatives
2300 Rayburn House Office Building
Washington, DC 20515

Dear Congressman Levin:

The Advertising Council, the nation's largest producer of public service advertising, is pleased to inform you of the extraordinary support, WKBD-TV, has given to our public service advertisements (PSAs).

In 2003, WKBD-TV (located in your Congressional district and owned by Viacom Television Stations Group) donated valuable airtime towards Ad Council PSAs. This station's unwavering commitment to public service enables the Ad Council to communicate critically important messages to your constituents, helping to improve their lives and communities.

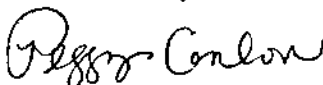
In fact, our PSAs would never reach the public without the generous support of our media partners and stations like WKBD-TV. Rather than paying for airtime for our PSAs, we rely exclusively on donated advertising time from the media. We are delighted to report that media support of Ad Council campaigns surpassed \$1 billion for the fifth consecutive year.

This tremendous media support enables the Ad Council to address the most pressing social issues of the day through our 50-plus PSA campaigns. With the media's invaluable help, the Ad Council launched a number of significant campaigns in 2003, including terror preparedness with the U.S. Department of Homeland Security, mentoring with Big Brothers Big Sisters of America, child abuse prevention, racial discrimination, gun violence, stroke awareness and urban literacy.

We simply could not accomplish our vital mission without the ongoing generosity of stations like WKBD. Please join us in commending WKBD-TV for its admirable commitment to improve the lives of your constituents and our nation.

If you have any questions regarding this station's impressive contributions, please have your office contact Kate Emanuel, the Ad Council's Vice President of Government Relations at kemanuel@adcouncil.org or (202) 331-4152.

Sincerely,



Peggy Conlon
President and CEO
The Advertising Council, Inc.

cc: Linda Danna, General Manager/WKBD-TV
Dennis Swanson, EVP and COO/Viacom Television Stations Group



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